

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL												
CONVEYING PARTY DATA													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:30%;">Formerly</th> <th style="width:15%;">Execution Date</th> <th style="width:25%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>Therese Abraham-Noble</td> <td></td> <td>08/26/2010</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> <tr> <td>Roger Abraham-Noble</td> <td></td> <td>08/26/2010</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	Therese Abraham-Noble		08/26/2010	INDIVIDUAL: UNITED STATES	Roger Abraham-Noble		08/26/2010	INDIVIDUAL: UNITED STATES
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CORRESPONDENCE DATA													
<p>Fax Number: (646)895-7181 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212 370 1300 Email: pto@egsllp.com Correspondent Name: Jennifer D. Silverman, Esq. Address Line 1: 150 East 42nd Street, 11th Floor Address Line 2: Ellenoff Grossman & Schole LLP Address Line 4: New York, NEW YORK 10017</p>													
ATTORNEY DOCKET NUMBER:	AAVENTURA												
NAME OF SUBMITTER:	Jennifer D. Silverman												

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Signature:	/Jennifer D. Silverman/
Date:	10/11/2010
Total Attachments: 3 source=sp#page1.tif source=sp#page2.tif source=sp#page3.tif	

SHORT FORM ASSIGNMENT

This trademark assignment (the "Assignment"), dated this 26th day of August 2010, is by and between Therese M. Abraham-Noble and Roger Abraham-Noble ("Assignors") on the one hand, and, on the other hand, Aventura Investment Partners LLC ("Assignee").

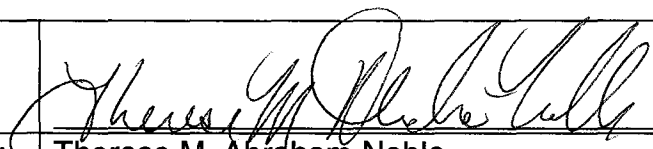
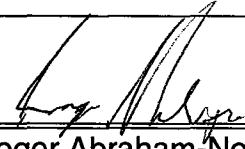
WHEREAS, Assignors are the owners of the U.S. "Sugarplum Bakery & Treats" trademarks and related registrations, all as more specifically set forth on Short Form Assignment Schedule A (collectively the "Trademarks");

WHEREAS, Assignee wishes to acquire the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

Assignors hereby assign, transfer, and convey, to Assignee, free and clear of all liens and encumbrances, all of Assignors' right, title and interest in and to the Trademarks, together with the goodwill associated with or symbolized with the Trademarks.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of the day and year first above written.

ASSIGNOR:		
	By:	
	Print:	Therese M. Abraham-Noble
	Title:	Owner
ASSIGNOR:		
	By:	
	Print:	Roger Abraham-Noble
	Title:	Owner

Short Form Assignment Schedule A

Trademarks and Associated Registrations

1. SUGARPLUM BAKERY & TREATS

GOODS: baked goods, desserts, foods and beverages, namely cakes, breads, pastries, cookies, Danish pastries, croissants, mousses, torts, tarts, cupcakes, brownies, cheesecakes, custards, creme brules, quiches, galettes, candies, chocolate, ice cream, custard, popcorn, fudge, hot fudge, hot caramel, dough, bread bowls, malts, milkshakes, espressos, coffees and teas International Cl. 30.

FIRST USE: March 17, 2003

FIRST USE IN COMMERCE: March 17, 2003

US REGISTRATION NO.: 2867992

US REGISTRATION ISSUED: July 27, 2004

2. SUGARPLUM BAKERY & TREATS

Foods, namely ready to eat cereal- based energy bars, eclairs, cream puffs, bakery goods, namely, fruit bars and turnovers, pizzas, pies, waffle cones for ice cream, ice cream cones, sandwiches, dinner rolls, hot dog sandwiches, babka bread, pot pies, scones, custard fillings for cakes and pies, and biscotti in International Cl. 30.

FIRST USE: March 17, 2003

FIRST USE IN COMMERCE: March 17, 2003

Retail bakery shops in International Cl. 35.

FIRST USE: March 17, 2003

FIRST USE IN COMMERCE: March 17, 2003

Restaurants, catering services in International Cl. 43.

FIRST USE: March 17, 2003

FIRST USE IN COMMERCE: March 17, 2003

US REGISTRATION NO.: 3105946

US REGISTRATION ISSUED: June 20, 2006

{00135395.DOC.2}

RECORDED: 10/11/2010

**TRADEMARK
REEL: 004294 FRAME: 0217**